

## A RAPTUROUS RECEPTION FOR *SUBTLE ENERGIES OF MATTER*

*More than 100 visitors per day attend the exhibition of contemporary art at the Castiglia in Saluzzo*

**SALUZZO** – May 10 marked the end of the collective exhibition of contemporary Italian sculpture entitled *Subtle Energies of Matter*, after more than a month on show at the medieval complex of the **Castiglia** in Saluzzo.

The visitor numbers confirm that the popularity of *Subtle Energies of Matter* exceeded all expectations: around 2,300 visitors attended the exhibition during the month-and-a-half for which it was open (even though it could only be visited at the weekend, between Friday and Sunday). If we also take into account the special visits and the opening day, the final figure exceeds 2,500. This equates to an average of more than 100 visitors per day, with a full 700 people visiting over the Easter weekend alone (April 11-12).

*Subtle Energies of Matter* was organised by the Turin-based Garuzzo Institute for the Visual Arts (IGAV) and curated by **Marisa Vescovo** and **Alessandro Carrer**. The staging of the exhibition at the Castiglia was the final leg of an international tour that included some of the most prestigious museums in Asia: in Beijing, Shanghai and Shenzhen in China, and – as part of the year-long 'Italy in Korea' initiative – in Seoul, South Korea.

According to data released by the IAT Tourism Office in Saluzzo, almost all of those who visited the *Subtle Energies of Matter* exhibition also went on the guided tour of the trenches and dungeons of the Castiglia – the former residence of the Marquises of Saluzzo, which has recently been restored and transformed into a stunning exhibition venue.

The residents of Saluzzo, amongst many others, also showed a keen interest in the themes of contemporary art through their attendance at the event entitled *Contemporary Art On Trial*. This event – promoted by **Mayor Paolo Allemano** who, along with **IGAV president Rosalba Garuzzo**, participated actively in it – brought the artists responsible for the works on show face-to-face with members of the public.

In excess of 70 people attended the event, held on the evening of May 6. For more than three hours, they asked the artists a series of questions, some rather complex and some based purely on the curiosity that we all have about the creative process. The lively debate provided a real insight, even for those not in any way involved in the art world, into what lies at the heart of the creativity of those who are at the forefront of contemporary Italian art.

A fundamental contribution to the success of the exhibition was made by the **cultural mediators**, almost all of whom were young art students, who helped visitors to *Subtle Energies of Matter* learn more about the 31 artists whose works were on show, illustrating the themes and the genesis of the 60 sculptures exhibited. Another important aspect was the participation of schools, as **IGAV president Rosalba Garuzzo** stressed: “We put together a teaching package that was very well-received. A large number of high schools in Saluzzo, Turin and the surrounding area accepted our invitation, much to our satisfaction”.

Commenting on the results of the initiative, **IGAV president Rosalba Garuzzo** also stated: “We successfully rose to the challenge posed by the exhibition in Saluzzo – it was in no way guaranteed that we would manage to generate sufficient interest, but it actually went down a storm with the public. The Castiglia leg has provided a great ending to a long journey that started out in the Far East a year and a half ago”.

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## PRESS RELEASE



Mayor of Saluzzo **Paolo Allemano** had this to say: “Above and beyond the excellent visitor numbers, we were delighted by the quality of the exhibition and by the fact that its staging here has confirmed the suitability of the Castiglia as a wonderful venue for exhibitions and events. The medieval *borgo* of Saluzzo affords a unique combination of art, history and landscapes, making it the ideal backdrop for contemporary art events staged with passion and professionalism. We intend to continue collaborating with IGAV, with a view to promoting the public's awareness of contemporary art and to raising the profile of Saluzzo”.

Saluzzo, May 30, 2009

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## ***SUBTLE ENERGIES OF MATTER***

Exhibition information:

### **VENUES**

#### **China:**

Shanghai – Urban Planning Exhibition Center, from January 15 to February 23, 2008

Beijing – China National Academy of Painting, from March 7 to April 1, 2008

Shenzhen – He Xiangning Art Museum, from May 14 to June 25, 2008

#### **Korea:**

Seoul – Museum of Art Seoul National University, from July 27 to September 20, 2008

#### **Italy:**

Saluzzo – La Castiglia, from April 4 to May 10, 2009

**ARTISTS:** Roberto Almagno, Nicola Bolla, Gianni Caravaggio, Caretto & Spagna, Filippo Centenari, Pietro Consagra, Riccardo Cordero, Piero Fogliati, Christian Frosi, Marco Gastini, Francesco Gennari, Paolo Grassino, Isola & Norzi, Raffaele Luongo, Luigi Mainolfi, Gino Marotta, Eliseo Mattiacci, Fausto Melotti, Vittorio Messina, Marco Nereo Rotelli, Nunzio, Giulio Paolini, Giuseppe Penone, Perino & Vele, Paolo Piscitelli, Viviana Ravaoli, Sandro Sanna, Saverio Todaro, Luisa Valentini, Fabio Viale and Gilberto Zorio.

### **COLLABORATIONS**

The international edition of *Subtle Energies of Matter* was organised in collaboration with *Il Sole 24 Ore* and with the support of the **Italian Ministry of Foreign Affairs** and **Piedmont Region**, under the patronage of the **Italian Ministry of Culture** and **Turin City Council**.

Alongside the aforementioned bodies, the Italian edition of the exhibition benefitted from the input of **Saluzzo Town Council** and the support of the **Province of Cuneo**, the **Fondazione CRT**, the **Fondazione Cassa di Risparmio di Fossano**, the **Fondazione Cassa di Risparmio di Saluzzo**, the **Fondazione Cassa di Risparmio di Savigliano**, **Toro Assicurazioni** and **Arte in Movimento**.

### **IGAV – The Garuzzo Institute for the Visual Arts**

The Garuzzo Institute for the Visual Arts (IGAV) is a non-profit cultural association. It was founded in Turin in 2005 by Rosalba, Giorgio and Carlo Arturo Garuzzo, collectors and patrons of the arts, with the objective of spotlighting the work of contemporary Italian artists in Italy and beyond.

The purpose of the Institute is to stage exhibitions, support international cultural exchanges, publish research and catalogues and, more generally, promote the visual arts around the world. IGAV, which is not linked to businesses or galleries, finances and organises its own activities thanks to the support of its members. It also receives support from public- and private-sector bodies and from qualified sponsors.

For more information: [www.igav-art.org](http://www.igav-art.org)

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